

AMENDMENTS TO THE CLAIMS

1. (Currently amended) A method for identifying individuals in a population having a greater probability than other individuals in the population of influencing the choices made by individuals in the population comprising:

- a. determining if each individual in a first population is influential; formulating queries to be answered by an individual in a population such that the answers by an individual in a population indicate whether the individual has a greater probability than other individuals in the population of influencing choices made by individuals in the population;
- b. providing a plurality of data vectors, wherein each data vector in the plurality of data vectors corresponds to an individual in the first population, and wherein each data vector contains information corresponding to set of descriptive variables; providing the queries to individuals in the population; and
- c. identifying a plurality of predictive variables from the set of descriptive variables wherein the plurality of predictive variables substantially correlate with an individual in the first population being determined to be influential; analyzing the answers by the individuals in the population to determine which of the individuals in the population have a greater probability than other individuals in the population of influencing choices made by individuals in the population;
- d. validating the plurality of predictive variables to create a database scoring algorithm; identify a group comprised of the individuals who provided the answers to the questions that support the greater probability of influencing the choices made by individuals in the population;
- e. applying additional informational data to the identified group to assess a relationship between the additional informational data and the identified group wherein c. includes data of both the individuals with a greater probability of influencing others and the individuals without a greater probability of influencing others, the data of c. being merged with a plurality of publicly available data elements not present in b., the

~~merged data being statistically processed to narrow and flag the merged data to fewer variables that indicate individuals with a greater probability of influencing others, an algorithm being derived that predicts which individuals will have a greater probability of influencing others from the publicly available data elements not present in b., and the algorithm being applied to the merged data elements to identify a larger percentage of individuals than that of d. from a smaller data population than that of d. that have a greater probability of influencing others.~~

2. (Currently amended) The method of claim 1 wherein determining if each individual in the first population is influential comprises: at least three of the queries answered by the individual in the population in the affirmative indicates whether the individual has a greater probability than other individuals in the population of influencing choices made by individuals in the population.

- a. formulating queries to be answered by an individual in the first population such that the answers by an individual in the population indicate whether the individual has a greater probability than other individuals in the population of influencing choices made by individuals in the first population;
- b. providing the queries to individuals in the population; and
- c. analyzing the answers by the individuals in the population to determine which of the individuals in the population have a greater probability than other individuals in the population of influencing choices made by individuals in the population.

3. (Currently amended) The method of claim [[1]] 2 wherein the choices made by individuals are selected from the group consisting of:

consumer product decisions, consumer service decisions, political issue decisions, political candidate decisions, personal finance decisions, investment decisions, real estate decisions, insurance decisions, travel decisions, and leisure decisions.

4. (Currently amended) The method of claim [[1]] 2 wherein the queries are based on factors selected from the group consisting of:

written or called any politician at the state, local, or national level; attended a political rally, speech, or organized protest of any kind; attended a public meeting on town or school affairs; held or run for political office; served on a committee for some local organization; served as an officer for some club or organization; written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion; signed a petition; worked for a political party; made a speech; written an article for a magazine or newspaper; and been an active member of any group that tries to influence public policy or government.

5. (Currently amended) The method of claim [[1]] 2 wherein the queries are based on factors selected from the group consisting of:

written or called any politician or contacted any government official at local regional or national level; attended a political rally, speech or event; attended a public meeting on town or school affairs; led or served on a committee of some local organization; written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion; made a speech or gave a talk to a group; been an active member of a group that tries to influence public policy or create change in the community; asked a question in a public meeting; made a complaint to a store, company, or organization; made a sizable donation to a local or national organization; attended business lunches or dinners on a regular basis, and organized a special social event.

6. (Currently amended) A method for identifying individuals in a population having a greater probability than other individuals in the population of influencing the choices made by individuals in the population comprising:

- a. determining if each individual in a first population is influential; formulating queries to be answered by an individual in a population such that the answers by an individual in a population indicate whether the individual has a greater probability than other individuals in the population of influencing choices made by individuals in the population;
- b. providing a plurality of data vectors, wherein each data vector in the plurality of data vectors corresponds to an individual in the first population, and wherein each data

vector contains information corresponding to set of descriptive variables; providing the queries to individuals in the population;

- c. identifying a plurality of predictive variables from the set of descriptive variables wherein the plurality of predictive variables substantially correlate with an individual in the first population being determined to be influential; analyzing the answers by the individuals in the population to determine which of the individuals in the population have a greater probability than other individuals in the population of influencing choices made by individuals in the population;
- d. validating the plurality of predictive variables to create a database scoring algorithm; identify a group comprised of the individuals who provided the answers to the questions that support the greater probability of influencing the choices made by individuals in the population;
- e. selecting a second population; identifying variables to be retained based on their having an index greater than a threshold and representing a percentage of the sample also greater applying additional informational data to the identified group to assess a relationship between the additional informational data and the identified group wherein c. includes data of both the individuals with a greater probability of influencing others and the individuals without a greater probability of influencing others, the data of c. being merged with a plurality of publicly available data elements not present in b., the merged data being statistically processed to narrow and flag the merged data to fewer variables that indicate individuals with a greater probability of influencing others, an algorithm being derived that predicts which individuals will have a greater probability of influencing others from the publicly available data elements not present in b., and the algorithm being applied to the merged data elements to identify a larger percentage of individuals than that of d. from a smaller data population than that of d. that have a greater probability of influencing others; and
- f. applying the database scoring algorithm to a plurality of test data vectors to determine a group of influential individuals, wherein each test data vector corresponds to an

individual in the second population, wherein each data vector contains information corresponding to the plurality of predictive variables, and wherein the group of influential individuals represent a subgroup of the second population and are predicted to have a higher probability of being influential with respect to the second population in general. applying the assessed relationship to a second population of individuals to determine which of the individuals in the second population having a greater probability than other individuals in the second population of influencing the choices made by individuals.

7. (Currently amended) The method of claim 6 wherein determining if each individual in the first population is influential comprises: at least three of the queries answered by the individual in the population in the affirmative indicates whether the individual has a greater probability than other individuals in the population of influencing choices made by individuals in the population.

- a. formulating queries to be answered by an individual in the first population such that the answers by an individual in the population indicate whether the individual has a greater probability than other individuals in the population of influencing choices made by individuals in the first population;
- b. providing the queries to individuals in the population; and
- c. analyzing the answers by the individuals in the population to determine which of the individuals in the population have a greater probability than other individuals in the population of influencing choices made by individuals in the population.

8. (Currently amended) The method of claim [[6]] 7 wherein the choices made by individuals in the first population are selected from the group consisting of:

consumer product decisions, consumer service decisions, political issue decisions, political candidate decisions, personal finance decisions, investment decisions, real estate decisions, insurance decisions, travel decisions, and leisure decisions.

9. (Currently amended) The method of claim [[6]] 7 wherein the queries are based on factors selected from the group consisting of:

written or called any politician at the state, local, or national level; attended a political rally, speech, or organized protest of any kind; attended a public meeting on town or school affairs; held or run for political office; served on a committee for some local organization; served as an officer for some club or organization; written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion; signed a petition; worked for a political party; made a speech; written an article for a magazine or newspaper; and been an active member of any group that tries to influence public policy or government.

10. (Currently amended) The method of claim [[6]] 7 wherein the queries are based on factors selected from the group consisting of:

written or called any politician or contacted any government official at local regional or national level; attended a political rally, speech or event; attended a public meeting on town or school affairs; led or served on a committee of some local organization; written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion; made a speech or gave a talk to a group; been an active member of a group that tries to influence public policy or create change in the community; asked a question in a public meeting; made a complaint to a store, company, or organization; made a sizable donation to a local or national organization; attended business lunches or dinners on a regular basis; and organized a special social event.

11. (Currently amended) The method of claim [[6]] 7 wherein the additional informational data is based on factors selected from the group consisting of:

household size, household income, occupation, presence of young adult in household, retail purchase activity, political affiliation, corrective lenses, golf participant, cd player owner, personal or home computer owner, pc operating system type, religious or inspirational reader, religiously active, active in theater or performing arts, active in general arts or culture, active in current affairs or politics.

12-22. (Previously canceled)